




A MORE RESILIENT HERMOSA

Business Recovery Updates from the City of Hermosa Beach

**FEBRUARY
2021**

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 - 02 ■ Taking Stock
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WHERE ARE WE TODAY?

Staying Safe, Saving Lives

01

A sunset scene with a lifeguard stand and a person with a surfboard.

Hello.

Where are we today in terms of the
COVID-19 Pandemic?

What support and resources are
available to our businesses?



TAKING STOCK

Staying Strong

02

TAKING STOCK

What have our businesses done so far?

- Talked with employees?
- Talked with landlord?
- Talked with vendors?
- Talked with insurance company?
- Talked with bank?
- Talked with Small Business Administration?

TAKING STOCK

What challenges and opportunities are our businesses facing?

- Reduced capacity of businesses
- Added costs to operate/comply with protocols
- Retaining/hiring employees
- A 2020 without events
- Fewer visitors, but more residents staying local
- Hermosa is an outdoor destination



FINANCIAL RESOURCES/RELIEF

Asking For and Getting Help

03



FINANCIAL RESOURCES + RELIEF

Grants:

- [LA COVID Relief Fund](#)
- [Downtown Hermosa Business Relief Fund](#)
- [Keep LA County Dining](#)

Loans:

- Small Business Administration
- SBA Economic Injury Disaster Loan (EIDL)

Insurance:

- California Employment Development Department
- Disaster Unemployment Insurance

Tax Relief:

- Internal Revenue Service
- Federal Tax Relief for Individuals and Businesses

Relief Payment:

- COVID-19 Economic Impact Relief Payment

Opening Up

A photograph of a beach at dusk. Several palm trees are silhouetted against a dark blue sky with some light clouds. In the background, a pier with lights extends into the ocean. The foreground shows the sandy beach and a concrete curb.

RENTERS + TENANTS

Protections:

- Moratorium on Evictions
- Tenants not required to move until Sheriff has served a 'Notice to Vacate.' No Court will issue one for at least 90 days after State of Emergency is lifted by Governor.

Responsibilities:

- Tenants To Deliver Notice In Writing To Landlord.
- Tenants Should Pay Partial Rent If Able To Do So
- Both Parties Should Work Out Payment Plan.

The 'New Normal'



PROPERTY OWNERS + LANDLORDS

Protections:

- May Be Eligible For Temporary Relief To Reduce Or Delay Loan Payments Up To 12 Months.
- This Applies If Loan Is Owned By Government, A National Or State Charter Bank Or Private Institution.
- This Is Known As A Forbearance Plan/Agreement.
- Depending On Agreement, Late Fees May Be Waived.
- Mortgage Relief Is Only Available For Residential Mortgages. Cares Act May Help You, Contact Sba.

Responsibilities:

- Landlord Must Accept Tenant's Self-certification As Valid.
- Landlord Must Not Harass Or Intimidate Tenants.
- Both Parties Should Work Out Payment Plan.

Home Is More Than A Place



THE RECOVERY FRAMEWORK

Taking This On

04

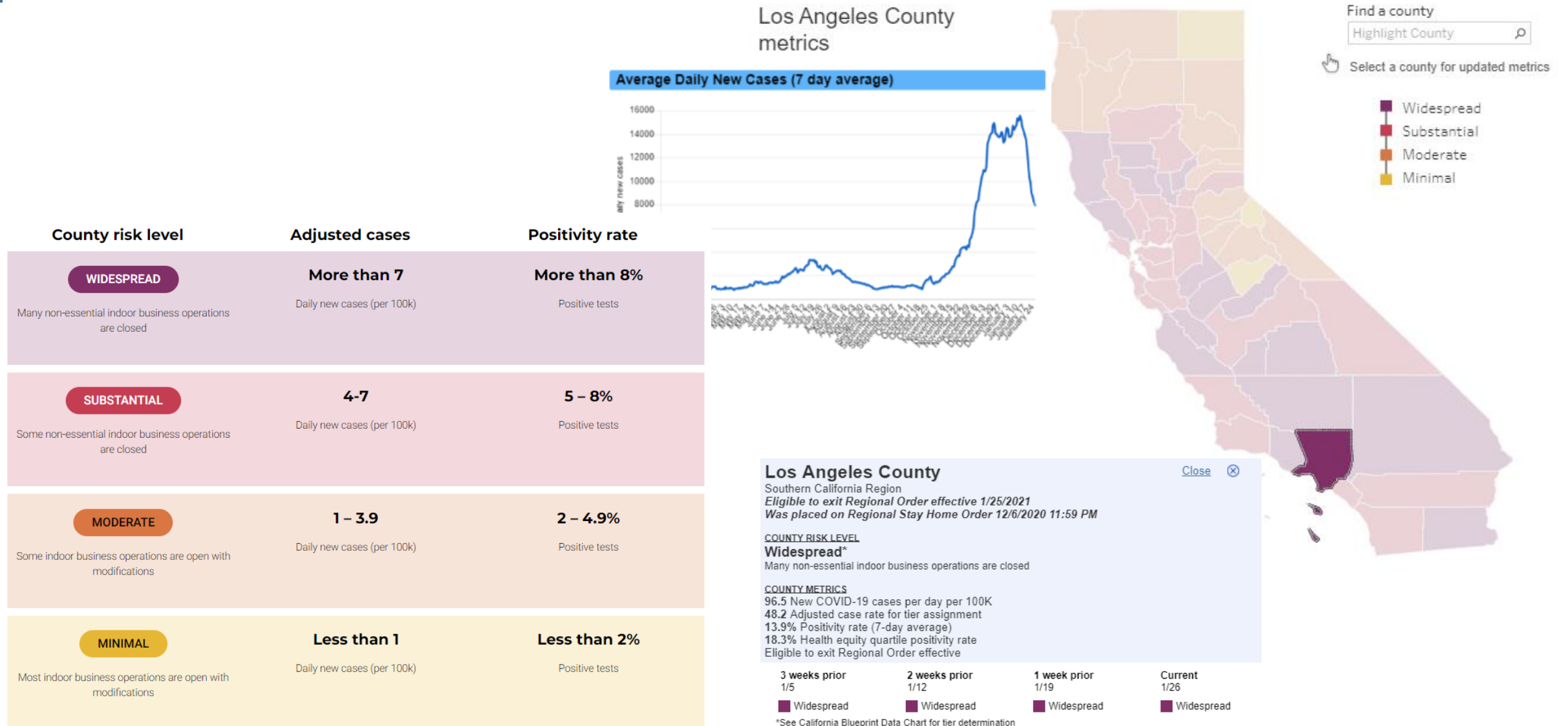
Wearing a face covering while out in public can protect others from the spread of COVID-19



PART OF THE 'NEW NORMAL'

- Wearing cloth face coverings
- Maintain physical distance of 6 feet
- Wash your hands frequently for 20 seconds
- Avoid touching your face with unwashed hands
- Avoiding gatherings

STATE FOUR-TIERED RE-OPENING PLAN



LATEST PROTOCOLS

LA Public Health announced on Monday that the following services and activities may resume on 1/25/21:

- Indoor personal services, including hair and nail salons, at 25% of capacity, provided all services are provided with a face covering in place.
- Outdoor-only private gatherings so long as they are limited to three households and no more than 15 people.
- Fitness facilities outdoors.
- Indoor malls, shopping centers and other retailers can open at 25% indoor capacity (but indoor food courts must stay closed)
- Family entertainment centers can reopen for outdoor operations at 50% capacity.
- Museums, zoos, aquariums can open for outdoor operations.
- Cardrooms can open at 50% capacity outdoors only.
- Mini-golf, go-karting venues and batting cages can open outdoors at 50% capacity.
- Hotels and motels for individual travel and tourism.

Outdoor Dining permitted to resume on 1/29/21

All services, activities and businesses that are allowed to reopen should visit the County's website to ensure they are adhering to the most recent County reopening protocols for their business.

http://publichealth.lacounty.gov/media/Coronavirus/covid19_recovery_dashboard.htm



MOVING FORWARD

Toward A More Vibrant + Resilient Hermosa

05

HERMOSA BEACH INITIATIVES + RESOURCES

- Temporary Moratorium on Foreclosures and Evictions for Residential and Commercial Tenants
- Temporary Changes to City Fees and Permits
- Outdoor Dining and Retail Program
- Increasing Foot Traffic Downtown
- Outdoor Fitness Programs
- Parking Updates
- Social Media Promotions of Small Businesses

City COVID-19 Website + Resources



Sign Up To Receive
Daily Updates



CDC Updates



Status of City Services



Business Resources



Hermosa Beach from
Home



Frequently Asked
Questions

<https://www.hermosabeach.gov/our-government/coronavirus-covid-19-updates-from-the-city-of-hermosa-beach/>

HERMOSA BEACH INITIATIVES + RESOURCES

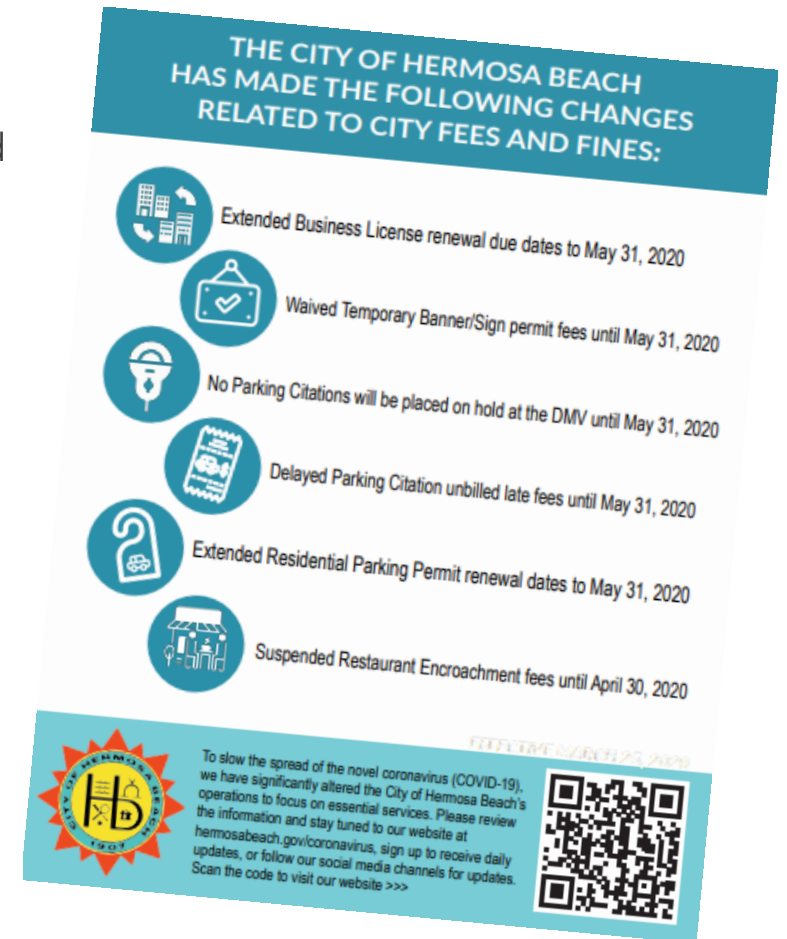
TEMPORARY MORATORIUM ON FORECLOSURES AND EVICTIONS FOR RESIDENTS AND COMMERCIAL TENANTS

- The temporary moratorium was updated by City Council on 1/26 to extend for commercial tenants while residential tenants are now covered under new state laws.

TEMPORARY CHANGES TO CITY PERMITS AND FEES

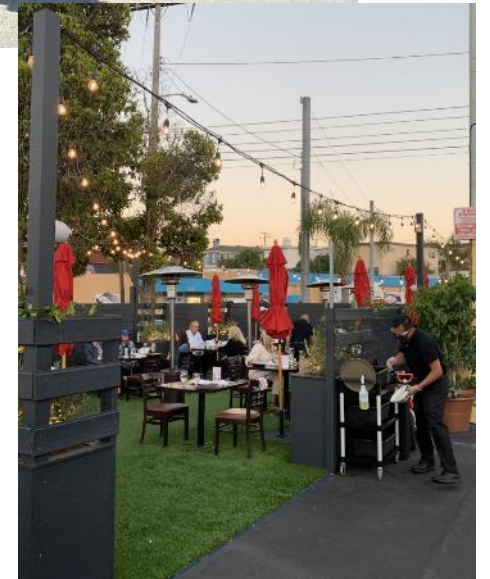
The City has made the following changes related to City fees and fines:

- Extended Business License renewal due dates
- Extended Parking Permit renewal due dates
- Delayed Parking Citation unbilled late fees
- No Parking Citations will be placed on hold at the DMV
- Waived Temporary Banner/Sign permit fees
- Suspended Restaurant Encroachment fees until further notice (will be re-evaluated once changes to County health orders are amended).



HERMOSA BEACH INITIATIVES + RESOURCES

OUTDOOR DINING + DINING DECKS



HERMOSA BEACH INITIATIVES + RESOURCES

OUTDOOR RETAIL + PERSONAL CARE



HERMOSA BEACH INITIATIVES + RESOURCES

OUTDOOR FITNESS OPPORTUNITIES

Contract Class/Fitness Instructor Program

- Permitted for City Parks and Beach
- Fitness classes and day camps

Outdoor Fitness Operations

- Standards for outdoor operations on business property



HERMOSA BEACH INITIATIVES + RESOURCES

PARKING UPDATES

RE-OPENING OF DOWNTOWN PARKING LOTS

Lots A, B, C and D have been re-opened

PARKING FOR CURBSIDE PICKUP

27 parking spaces city-wide temporarily converted to 15-minute zones to support curbside pickup

CITY HALL PARKING

Parking re-signed from 2hr to 3hr parking Monday through Thursday (remains 12 hr parking Fri-Sun)



HERMOSA BEACH INITIATIVES + RESOURCES

LIGHTING UPGRADES

Palm tree wrapped lighting along Pier Avenue recently replaced

Standards for additional lighting and heating at dining decks



HERMOSA BEACH INITIATIVES + RESOURCES

BUILDING CONSUMER CONFIDENCE

Safe in the South Bay Campaign launched by Beach Cities Health in partnership with local chambers.

SOCIAL MEDIA & SMALL BUSINESS MARKETING

Dine Out Week held 10/19 – 10/25 - 26
Participating Hermosa Restaurants

21 additional local businesses have taken the
Safe in the South Bay Pledge

<https://www.hermosabeach.gov/safeinthesouthbay>



HERMOSA BEACH INITIATIVES + RESOURCES



WRITE A REVIEW FOR A LOCAL STORE	BUY A GIFT CARD TO YOUR FAVOURITE STORE	GO FOR A HIKE OR WALK & PICK UP GARBAGE ALONG THE WAY**	SIGN UP FOR A MAILING LIST FOR A LOCAL BUSINESS	BUY TICKETS OR A GIFT CARD TO A FUTURE ARTS PERFORMANCE
BUY A RESTAURANT GIFT CARD	GIVE A SHOUTOUT TO A BUSINESS OR EMPLOYEE, WORKING EXTRA HARD RIGHT NOW	PHONE A SENIOR IN YOUR NEIGHBOURHOOD TO SEE IF THEY NEED ANYTHING	PROMOTE & ATTEND A LOCAL BUSINESS'S WEBINAR	GET CURBSIDE DELIVERY OR TAKE OUT FROM A LOCAL RESTAURANT*
TAKE AN ONLINE FITNESS OR MEDITATION CLASS	BUY SOME MERCH FROM A LOCAL MUSICIAN	FREE		PICK UP SUPPLIES FOR SOMEONE WHO CAN'T GO OUT
BUY A MEMBERSHIP TO A MUSEUM OR GALLERY	CHECK IN ON FIVE FRIENDS WITH HOW THEY ARE FEELING AND COPING	DONATE TO AN ORGANIZATION YOU ARE PASSIONATE ABOUT	HOST A VIRTUAL DINNER PARTY	WRITE A REVIEW OF A LOCAL RESTAURANT
WRITE A LETTER TO A SENIOR*	ORDER FLOWERS FOR A NEIGHBOUR OR FRIEND	PRE-PAY FOR YOUR NEXT HAIR SERVICE	SPRING CLEANING TIME! PREPARE ITEMS TO DONATE TO THOSE IN NEED	BUY SUPPLIES FROM A LOCAL STORE TO FINISH THAT DIY PROJECT*



NEW BUSINESSES IN HERMOSA DURING COVID

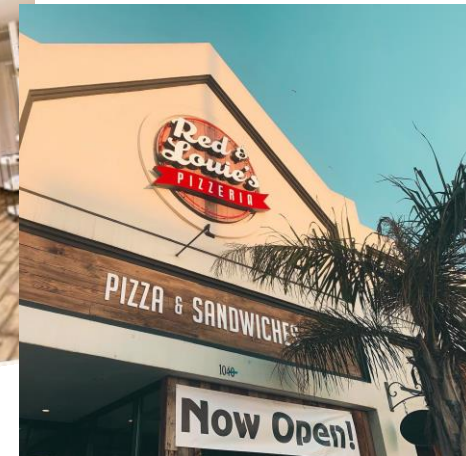
Now Open

1. Lucky 7 Coffee
2. Baja Ensenada Fish Tacos
3. The Habit Burger
4. Practical Magic Apothecary
5. Flying Sirens Retail
6. Froggie's Retail
7. El Tarasco
8. Shad Hart Fitness
9. Mitsubishi Nissan Dealership
10. Lightning Fit – Gym
11. H2O Hotel – Lodging
12. Shift Bicycle Repairs
13. Red and Louie's Pizza
14. Hermosa Barbershop & Supply
15. Beach Cities Auto Clinic
16. L & S Ad Infinitum – Retail



Opening Soon

- The Stanton – Restaurant
- Santo Hair Salon – Personal Care
- Mix it Up Café – Snack Shop



THANK YOU

more info.

hermosabeach.gov/coronavirus